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Mayor's Round Table on Advanced Manufacturing develops key strategies for competitive success

Developing key strategies to increase London's presence in a very competitive international marketplace was the focus of the Mayor's Round Table this morning. Identifying opportunities and providing recommendations to support and foster London's reputation for manufacturing excellence formed the basis of discussion among 16 participants invited to share their knowledge and expertise.

The Round Table participants agreed to develop a London Brand of Excellence with an identifiable regional competitive advantage in Advanced Manufacturing. The goal is to generate a three to four per cent increase in sustainable jobs in the sector and to identify the London advantage in achieving this. The participants believe LEDC will take the lead in facilitating the communication and integration of the sector. This means liaison with partners, including all levels of government, educational institutions - which enable and create a skilled work force, and supporting organizations such as London Region Manufacturing Council (LRMC), Excellence in Manufacturing Consortium (EMC), and the Canadian Manufacturers & Exporters (CME).

"Advanced Manufacturing is a sector of tremendous potential for London," says Mayor Anne Marie DeCicco-Best. "Access to Canada's main NAFTA transportation corridor, a skilled and loyal labour force, as well as strong relationships with communities in the Southwest Economic Region makes our city an ideal environment for future growth and prosperity."

"Working together, we can expand London's existing reputation for manufacturing excellence by encouraging each company and business to increase its deliverables," says Denis Crane, Chair of the Round Table and President of County Heritage Forest Products Ltd. "Therefore, identifying strategic ways to consistently add value is an opportunity not to be missed."

London region's well established manufacturing strengths are in transportation (specifically automotive parts and assembly, military, aircraft, locomotives); plastics and rubber related to the automotive industry; and food and beverage production.

Factors regarded as important to expanding and attracting manufacturing investment choices include: 1) the availability and competitive costs of serviced industrial land near the 401; 2) no industrial development charges; 3) quick highway access to US and Ontario markets; 4) quality and quantity of the regional workforce; 5) competitive costs; and 6) beneficial R & D subsidies in Ontario/Canada.

Today's manufacturing discussion is the third topic to be covered this year and continues the series of Mayor's Round Tables addressing issues of importance to London, which also complement the City's work in the Southwest Economic Assembly. Energy, Life Sciences and Agrifood are the other Round Table topics. You'll find more information on the Mayor's series on our website.